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ABSTRACT

In 1956, the Press Research Centre was established in Cracow, Poland by a group of journalists and publishers, for the purpose of instituting press research that would have practical applications. The aims of the Centre were to conduct studies on the history of the Polish press, the contemporary press, press readership, and editorial techniques. The first sections of this document discuss the origins of the Centre and chronicle its activities and development during the years from 1956 to 1976. Succeeding sections outline theoretical and methodological principles of press research that have emerged during the years of the Centre's existence and discuss the relationship between press research and press practice. The document points out that the concept of press research formulated by the Centre has been accepted in Polish and foreign academic circles and that Polish press research is now a full-fledged, recognized academic discipline. (GW)

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1956-1976

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The Press Research Centre 1956—1976

1. Origins

At the time when, in the middle of 1956, the original research institute later known as the Press Research Centre, was founded in Cracow under the patronage of RSW "Prasa" (the Worker's Publishing Co-operative), press researchers were already active in Poland, but there was no organised research. Naturally, many fields today considered part of press research had begun their development much earlier (in particular historical and legal studies).

The true beginnings of world press research — meaning the integrated body of academic disciplines applied to the study of the mass media and not only the printed press, rather than its preliminary stages — date from as late as the twentieth century.

It is then that the first scientific papers on the role of the daily and periodical press appear, followed later by work on radio and cinema.

In the Soviet Union study in research institutions of the social role of the press began in the years immediately following the October Revolution [1]. These were also the years when scientific interest in the press was beginning to grow in Poland, Czechoslovakia and other European countries. [2].

In the thirties this kind of study was known in the United States as mass media research — the most original branch of the social sciences in America. The outbreak of the Second World War and the period of Nazi occupation stopped its de-

velopment in Europe for a few years, but in the United States it progressed intensively along the lines of studies into propaganda means and psychological warfare.

As early as 1911, at the National Journalist's Conference held in Cracow to mark the 250th anniversary of the first edition of "Merkuriusz Polski", there were already discussions of plans for the establishment of a Press Research Institute. However, the proposals were not achieved in practice due to the outbreak of the First World War. Likewise, in 1939 the activities of the newly-founded Institute of Knowledge of the Press were abruptly suspended by the outbreak of the Second World War.

Interest in press research revived immediately after the Second War. The Polish Press Research Institute was founded in 1946, on the initiative of journalist's associations, and for a short period had the function of a scientific society of the press rather than of a scientific research institute in Poland.

In 1948 the Polish Press Research Institute was disestablished. The true birth of Polish press research came as late as the middle fifties, after over half a century of discussion, plans and organisational preliminaries.

In 1955 RSW "Prasa" established the Institute of Press Research in Warsaw, as a research body responsible for the preparation of universal analyses of journalistic and publishing practices (closed in 1958).

Thus in 1956 a second centre, the Press Research Centre, was founded on the basis of the postulates proposed by Cracow journalists circles. In contrast to the Warsaw Institute, the Cracow Centre was created not by a group of teachers in journalism, but by a group of practicians of journalism — a group of Cracow journalists and publishers interested in a knowledge of their own workshop and its continual perfection. This practical orientation was and has remained a characteristical feature of our Centre in Cracow although press research is not pursued by "practicians", its activities are nevertheless carried out with needs of the practice in mind.

Further progress of press research in Poland was strictly linked with the development of the Cracow Centre. The fact that Polish press research is not only existing, but has also achieved a serious position is due also to the work of the Press Research Centre, which has become the chief research body conducting content and readership analyses of the Polish press. Since the history of a new academic discipline has become intertwined with the activities of this research institute, it would be useful to present a historical account of the Press Research Centre, showing the process of the crystallisation of the subject of press research interests, the development of methods, the formulation of scientific, practical and social objectives against this background.

2. Chronicle

On July 6th, 1956, a special commission of journalists and publishers founded the Cracow Press Research Centre. This step was justified by the fact that Cracow, the cradle of the Polish press and the second largest (after Warsaw) press and publishing, and academic and cultural centre, had all the necessary conditions for the establishment of studies into the history of the Polish press, its readership and editorial techniques, at first on a regional, and subsequently, on a wider scale. In accordance with these three aims, three sections were created: the History of the Press, the Contemporary Press, Sociological and the Editorial Techniques Sections. In the first stages, particularly in view of the approaching third centenary of the Polish press, the Historical Section predominated over the others [3]. Furthermore, historical research had as its basis the achievements of the methodology and considerable accumulation of material of the history of the press, which was at the time the best-

developed field of press research, whereas other sections were obliged to lay their own foundations. In those pioneer days, the Centre did not yet possess a definite concept of its activities as a whole, the activities of individual researchers being inserted into the organisational framework. The disciplines interested in the press — sociology, psychology, economics and law — had not yet produced their own theoretical and methodological principles in this respect. Thus the first three years of the Centre's life were basically years of searching for elementary conceptual, organisational and methodological solutions.

This period ended in May, 1959, when RSW "Prasa" granted the Press Research Centre in Cracow a statute defining its objectives as an academic research institute, involved in research of a wide range of problems from the field of mass information and in the popularisation of press research as a new field of knowledge. The statute lists the following fields of research work: the sociology of the press and other mass media, the economics and organisational aspects of editorial and publishing work, the legal aspects of the press, the theory of the press and the history of mass information. The wide extent of what is understood by press research, without limiting it to study of the printed press, but including research of the other mass media, primarily, radio and television, is worth noting here. This is also the point when the position of historical studies in the activities of the Centre begin to diminish, their place being taken by sociological studies. The organisational structure of the Centre was based on the Sociological, Theory and Practice of the Press, Linguistic, and Economics and Organisation of Labour Workshops.

The third period, starting in 1962, was characterised by a gradual integration of the activities of individual workshops. They began a mutual project on the same research subjects with the aim of achieving an integral picture of reality. In order

to assess the scientific value of this work and to facilitate the process of integration between the March, 1962. The first President of the Council of the Press Research Institute was set up in March, 1962. The first President of the Council was the well-known linguist, ordinary member of the Polish Academy of Sciences and the President of the Academy's Cracow branch — Zenon Klemensiewicz. This period was marked by a rapid process of consolidation of the academic position of press research, evidence of which was the high participation of academics and practicians, both Polish and foreign, at the Centre's tenth anniversary celebrations in Cracow. The congratulatory speeches stressed the pioneering and creative work of the Centre in the setting up of modern press science, its engagement in social affairs and practical, utilitarian character and — last but not least — its academic value.

In the early years of the Centre's activities, particular credit for its development is due to Ignacy Krasicki (journalist, first Director of the Centre), Władysław Kobylański, the founder of sociological research into the readership of the press in the Polish People's Republic, who died suddenly in 1962; and later to Irena Tetelowska, journalist and sociologist, and Zenon Klemensiewicz, President of the Academic Advisory Council from 1963 onwards, both of whom died tragically in an accident in 1969.

The evolution of the nature of the Centre's interests, the crystallisation of its concepts and the development of its research work in the first three periods can best be followed in its own publications [4].

The beginning of its own press research periodical was the mimeographed "Biuletyn Prasoznawczy" (with manuscript rights). In 1957 two numbers, of 300 and 500 copies respectively and a total of 236 pages, were issued. Whilst the first issue contained, apart from the introductory article about the Press Research Centre, 4 other articles

not produced by the Centre, the following number was de facto the official scientific organ of the Press Research Centre. The issues began with essays on the history of the press, but more space was devoted to accounts of research on press readership.

This primitive form of "Biuletyn" as a publication soon ceased to meet the demands of the expanding Centre. As preparations for the celebration of the third centenary of the Polish press got under way, editorial activities necessitated further intensification. The Contemporary Press and Editorial Techniques Sections had produced their first experimental projects which called for wider publicity. This objective was to be served by a new publication, "Prasa Współczesna i Dawna".

This appeared in the years 1958-1959, in issues of about 600 copies with a total size of 1110 pages for the two annuals. History was the predominant topic, occupying 16,6% of the total space. The character of "Prasa Współczesna i Dawna" was also marked by material from the fields of sociological and psychological research into the reception of the press (12,3%), and the results of content analyses (8,6%). Summing up, "Prasa Współczesna i Dawna" could be described as: "...a publication concerned chiefly with the history of the Polish press, and subsequently with the readership of contemporary newspapers and their content; it has an extensive book review section (...) and pays particular attention to current press research documentation in the field of criticism and accounts of research" [5].

The change of title to "Zeszyty Prasoznawcze" in 1960 was not of a formal nature. A definite tendency of abandoning historical subjects (particularly those concerning the press of former times) and of adopting a preference for subjects dealing with practice of journalism and publishing was observed. The profile of the new quarterly was introduced in this way in the editorial column: "...First and foremost, we wish to publish the

results of the scientific research work conducted by the Centre. Since the Cracow Centre is primarily concerned with research in the fields of the psycho-sociology of the press, the theory and practice of journalism, editorial economics and technology and recently also, the legal aspects of the press, naturally enough these will be the subjects forming the essential matter of «Zeszyty Prasoznawcze». Envisaging press science as an academic discipline that is closely linked with practice, we shall endeavour to ensure that material published in «Zeszyty Prasoznawcze» will be of use to journalists and publishers in consolidating the theoretical foundations of their profession".

As a contents analysis of 10 annuals of "Zeszyty" shows, this editorial programme has been kept to fairly consistently. Among the articles in the publication, there was a marked decrease in historical subjects, from the aspect of the proportion of space devoted to them (6,1%) though at the same time there was an increase in the proportion of articles on the history of the press in the Polish People's Republic (5,6%). Into first position came articles on press reception, occupying 9,2% of the total space. The next most frequent subjects were: studies of the contents and typology of the press (5,9%), organisation of labour in editorial boards and the journalist's profession (5,6%), the theory of journalism and research methods (4,3%), other media (4,9%), legal problems in journalism (3,4%), the language of the press (2,6%), etc.

The authors of the articles, reviews and news columns were predominantly Press Research Centre employees, though nevertheless a considerable number of contributions — as much as 50,1% in the articles' section — came from other scientific bodies and centres, including frequent contributions from abroad (6,3%). Over a period of 12 years, ie. up to 1970, a total of 350 authors, including 32 from abroad, contributed to the Press Research Centre's publications. "Zeszyty" in fact retained and elaborated the profile established by "Prasa Współczesna

i Dawna", of a periodical where theoretical, research and professional journalistic experiences could be exchanged between journalists and research workers both at home and abroad.

The present stage of the Press Research Centre's history starting in the first quarter of 1970, was opened by a change in the organisational structure, expressing an evolution of research concepts. The system of subdivision in the laboratory according to academic discipline (Sociology, Law, Economics, Linguistics, etc.) was abandoned in favour of sections according to the main stages of the communication process: sender — message — recipient. Along these lines, the Centre re-organized itself into the following research groups:

The Communicator Research Laboratory — research interests: the professional environment of journalism and publishing; the sender as an institution; the journalistic editorial workshop; the sender's social and technical conditions. Apart from specialists in such academic subjects as: law, economics, sociology, etc., this workshop also employs outstanding practicians — journalists and publishers capable of producing a general picture from their experiences and expressing them in scientific terms.

The Press Contents Analysis Laboratory — research interests: the contents of dailies and periodicals; the typology of the press; the journalistic genres; the language of the journalistic message; the graphical layout of the press; methods and techniques — content analysis as an objective and quantitative descriptive method for larger amounts of material.

The Press Reception Research Laboratory — research interests: general trends in the distribution and readership of the press; selective display and perception of the press; functioning of the readership market; the effectiveness of impact of the press; public opinion polls; forecasts of the development of the press.

In addition, the **Documentation and Scientific Information Laboratory** was created as a supplementary service to the other laboratories. Its range of activities covers the following: recording the Press Research Centre's results in its archives; producing abstracts of Polish and foreign research; making them available for current specialist use; compiling a thesaurus; exchanging scientific information and publications with other bodies.

Each of the laboratories employs specialists in the various branches of the social sciences, though it is common practice to create multidisciplinary and inter-laboratory teams to handle particular aspects of the press and publishing context as multilaterally and exhaustively as possible. Thus in everyday practice, the Centre endeavours to keep to the rule of the complementary nature and integration of the social sciences in its research work. This also explains why the Centre sees press research as on integral discipline, though based on the work of other disciplines, rather than as a subject which could be reduced to a set of individual disciplines linked by the topic of journalism.

This concept of press research as formulated by the Press Research Centre was accepted by Polish and foreign academic circles. Due to the intensive co-operation and assistance of Cracow academic spheres, the Press Research Committee at the Cracow Division of the Polish Academy of Sciences was set up in July, 1973, as a body with chiefly theoretical interests, emphasising the need for widescale fundamental research. Similarly, the favourable reaction of foreign specialists enabled to establish a regional centre of press research documentation for the European socialist countries — CECOM. Both these events were distinctive markers of the end of the pioneer period of Polish press research and its entry into the period of normal functioning as a fully-fledged and recognized academic discipline.

3. Theoretical and Methodological Principles of Press Research

During the Centre's twenty years of empirical research into the press, it has produced and scientifically verified a set of general methodological and theoretical principles relating to the selection of the subject of research, the manner of its presentation, the aims of press research, its methods and research techniques. The first to formulate these principles was Irena Tetelowska, and later Walery Pisarek, who "codified" them, though their form had considerably changed by then [6].

Their basic point of reference was the human process of communication ie. the transmission of a message between individuals and social groups. Communication — a distinctly social phenomenon — is a vital condition in the existence of every society. Hitherto individual representatives of the various academic disciplines: Linguistics, Semiotics, Sociolinguistics, History of Literature, Psychology, Sociology of Art, to mention but the main ones — have tended to be interested in research in communication [7]. There exists, however, an urgent need for the integration of this academic effort and perhaps even for the creation of a new discipline related for example, perhaps to psychology or sociology and devoted to research of the process of communication. The aim of this new science (communicology?) would be to study all the phases of the communication process — ie. its sender, the transmitted messages and the recipients which they reach.

One should stress however, the existence of a science dealing with a specific part of communication, which has preceded any development of the subject as a whole, and which is concerned with mass communication (radio, television, the press, etc.). Mass communication as a particular form of communication in general is slightly different to the general case in its nature and sequence of stages, although the essence of the process remains unchanged. The difference between mass communication and communication in general rests chiefly in the character and social context of the sender, transmitted messages and the recipients which they reach. As opposed to other forms of communication, in mass communication specialized social institutions are involved in the transmission (as a collective sender), on a continual, and impersonal basis, of messages which are easily and publically accessible, of short-lived relevance and broadcast by the technical methods of the media (print, radio, television). Such messages are addressed to quantitatively large, socially heterogeneous groups of recipients. Whereas traditional forms of communication are marked by the characteristic feature of both an unambiguous sender (an individual) and an unambiguous recipient (an individual or a small group), the act of communication itself proceeding to the existing social relationship between the sender and the recipient, in mass communication this relationship as the basis of the communication link is absent. Such a link must here be established during the process itself, ie. during the periodic transmission of generically similar messages which are accompanied by the phenomenon of conscious choice and reception of the transmitted matter. If the questions: "Who is saying — what — by what channel — to whom — with what effect?" could sufficiently exhaustively describe the process of communication, then — in the case of mass communication — one would additionally have to ask: "What are the motives for the choice of these particular media and genres, and this particular subject-matter, how much of the message is noticed and remembered, and at what level does the memorization take place?" [8] Lasswell's formula stresses the point of view of the sender as the manipulator of the process and attempts to answer the ultimate question: "What the media do to people". For press research the question "what people do to the media" is of equal significance. The latter is a question about the appropriate use of the media [9], though obviously both are complementary to each other, and only simultaneous

consideration of both can enable one to talk of the role of the mass media in modern society.

This basic distinction in the process of mass communication, and within it, a further differentiation according to the techniques applied in transmission (print, radio, television), justify the establishment of division into research on the individual media each separately from the rest, at the same time maintaining a single, integral science — the science of mass communication. Each of the media has its own particular means of expression, social impact, its own legal status, social expectations, and history. These distinctions provide good enough reasons for separate empirical research, but not of sufficient relevance to exclude the formation of an integrated science combining the results of these various research fields.

The chief theoretical and methodological principles of the Press Research Centre may be summarised as follows [10]:

1. Mass communication is a particular instance of human communication. It is distinguished by the specific nature of its sender (a specialised institution), the message and its contents (which is public, periodical, available and relevant for a short time only), and its recipients (numerically large heterogeneous assemblies).

2. The historical, legal, economic, social and psychological differences in the functioning of the various media justify separate research into the printed press, radio and television. However, they share a common field of interest and may be combined to produce a common science.

3. Since the three basic elements: sender — message — recipient may be distinguished in every act of communication and the objective of empirical research is the elucidation of the communication process, there is little value in — for example — research of the recipients without simultaneous analysis of the transmitted message or of the message without attention to its sender, all three elements being strictly connected.

4. Mass communication is a complex social process, an understanding of which requires knowledge of the structure of the transmitting institutions, the structure of the recipient assemblies and, above all, of the message itself in its contextual and technical aspect as the product of co-operative effort. The achievement of such an understanding is impossible without the close collaboration of many disciplines, among which the chief ones are: linguistics, sociology, psychology, political science, law and economics.

5. The complexity of press research, its interdisciplinary nature and its praxiological orientation give it the status of technology. The practical enumeration of the intervening factors, and specification of the operative means requires the definition of the addressee of the practical directives. In general research limited to one phase only of the communication process, carried out within the framework of only one academic discipline and ignoring the aspect of the operative means in the subject of research could be said to remain in the realm of "wishful thinking", rather than constitute practically oriented studies into the problem.

6. Mass communication through the press is of a continuous nature, and for this reason one should aim to produce a dynamic description, identifying the development trends. Of particular significance here are panel and comparative studies, as well as systematic accumulation and study of the results obtained.

7. The fundamental problem in press research is the determination of whose interests the press serves, and the achievement of a true picture of reality, in order to be able to improve the process of communication through the printed press.

8. Methodologically the best starting point for mass communication research is the contents analysis of the message, from whence research into its impact, the functioning of the sender, and the structure of the recipient assembly may proceed.

9. The value and accuracy of the results of research into communication depends chiefly on the degree of application of quantitative methods, for the reason of the mass nature of the subject of research. Such research can only be effective if the basic assumptions and principles are sufficiently well defined, the best generic classification of the data is secured, and the principles governing the classification are sufficiently homogeneous.

As Walery Pisarek states, none of these propositions can claim originality. Whilst some are statements of facts universally accepted in academic circles, others could equally be acknowledged by researchers from socialist and capitalist countries. None of them could be said to be held solely by the Cracow Press Research workers. Nevertheless it is true that propositions expressing ideas contrary to these also have their adherents [11]. Thus the novel and creative feature of the Centre's concepts is the combination of all of these elements, rather than any individual propositions. One could hardly expect the situation to be any different, for this would mean the construction of an isolated set of notions, divorced from the development of the subject as carried out in the rest of the world. What is significant is the selection of these particular ideas from the resources of the social sciences, their compilation into a theoretical and methodological system and the emphasis given to these particular points of theory and methodology. On the basis of these three criteria, the Centre's concept could be described as:

(a) Marxist — due to the emphasis on the interest in the dependence of the mass communication process on class conditions;

(b) processual — due to the treatment of mass communication as a process consisting of three basic elements;

(c) praxiological — due to the treatment of press research as a technological subject of a multidisciplinary nature, designed to aid the improvement of press;

(d) missocentric — due to the methodological directive treating the contents analysis of the message as the starting point for further research [12];

(e) connective — linking, as far as possible, research of all the phases of the communication process;

(f) dynamic — due to the principle of identification of development trends;

(g) quantitative — due to the principle of formulating the described phenomena in quantitative terms;

(h) functionalistic and instrumental — due to the emphasis given to the search for an answer to the question — how the press works and what the most effective means of studying its operation is.

4. Press Research and Social Practice

The ultimate test of the validity of the Centre's general principles — in the light of its own postulates — is journalistic and publishing practice. It is to this that all of the Centre's scientific activities are subject and it is this which ultimately judges the value of its work. During the many years of the Centre's contacts with the profession, is has accumulated a considerable amount of experience in this field, a few points from which might be worth mentioning.

Co-operation between science and practice is a highly complex process, assuming various forms according to the particular system in which it appears. Nevertheless there are certain general regularities and conditions which determine its smooth and efficient functioning [13].

1. The starting point is the rejection of the notion, still met now and again, of the distinction between "scientific" research and "applied" research, the latter being of lesser value due to its less rigorous demand of scientific accuracy. The nearly twenty years of experience acquired by the Centre indicates that it is precisely this "applied" re-

search — of course, on condition that it really is what the name denotes — in general that has a greater scientific value, since it is governed by real-life conditions and may be tested according to real conditions [14]. This cannot be said of all "purely scientific" research, often remaining — as Feuerbach said — "a useless game of the lazy mind". The division of research may by conducted along lines of "good — bad", rather than "scientific — applied".

2. A researcher's reaction to a specific practical assignment ("we've got a problem") is all too often a proposition of special research ("let's do some research on it"). The principal objective of an institution serving the practical side of any discipline is the accumulation of material within a defined range of the particular subject and suitable preparation of this material so as to eliminate time-consuming and expensive preliminary work every time a new project is embarked on — with the object of increasing the efficiency of social processes activity? It is for this reason that such a discipline may be considered as an applied science [15].

3. One of the basic needs of practice is a thorough knowledge geared to the range of its interests and means which it can apply. There is no such thing as scientific knowledge which has an absolute usefulness in practice; scientific knowledge may only be useful within a defined framework of practical activity. Thus, whereas a knowledge of its readers' tastes and interests may be sufficient to the editorial board of any particular Polish afternoon daily, the political editor will require comprehensive knowledge of the laws governing the afternoon press and the conditions for its most effective impact. In practical terms the ordinary news, bulletin, the factual or illustrated report, the identification of trends within a certain aspect of current events and finally, knowledge general in the strictest sense of the word — theory — all have their use.

4. In the process of accumulating a body of praxiologically oriented facts, one cannot, naturally

enough, ignore general problems and the perfection of the mass of the theoretical structure. But it is by no means a case of theory first and then practically oriented research, if only for the reason that — due to the still unsatisfactory state of the theory in the social sciences — such an approach would be of little help in practice. Theory is not conceived in a vacuum; if it is to be scientifically effective, it must be based on empirical applied research. "The immediate conclusion to be drawn from this — writes Irena Tetelowska — is that the amount of theoretical work is completely determined by the subject-matter of the empirical research performed. If, in any particular branch, there do not exist any general definitions, as happens particularly frequently in our discipline, it is the researcher's first duty to establish some guide-lines, subsequently proceeding to describe the particular aspect of the subject in already defined terms" [16].

5. Just as the ratios of general to specific, and theoretical to methodological research are determined entirely by the practical needs of journalism and publishing and the current state of press research, so the generator and stimulus for research projects is the identifiable lack of scientific treatment and diagnosis of a particular subject, as well as the problems submitted by individual press institutions. It is important that both elements should be optimally co-ordinated, since the practicians are often unable to produce an adequate formulation of their problem, whereas a subject approached only by the theoretical researcher is "left suspended in mid-air", the addressee of any practical suggestions remaining undefined. A subject is different when it is commissioned by an editorial board to when its initiators are a publisher or a political press editor. The difference lies in the range and possibilities of activity.

6. The essential conditions of effective practically oriented research are: co-operation between the practician and the researcher on a permanent

basis, an awareness by both of the differences between them (differences of interests, needs and forms of activity), and a genuine knowledge on the part of the researcher of the given aspect of study.

7. There may be various forms of application of research, depending on the subject and the level of activities. Often it may be sufficient to acquaint the creators, themselves journalists — with the results of the research, as in the case of a contents analysis. On other occasions it may be necessary to obtain acceptance of the results at the editorial level, especially if change of the publication's profile, emphasis of certain aspects or removal of others is involved. Sometimes personnel decisions will be necessary — such as in the dismissal and assignment of journalists, editors and publishers. In certain cases changes on the publishing market will be required — the closing down of one publication in favour of the establishment of others, amalgamation, etc.

8. The methods of practical application of the results of research are also numerous, depending on the problem, situation and means of operation. If the addressee of the practical suggestions is to be the journalist, it is his preparation that is the important factor, and may assume the following forms: (a) training from beginner's level, (b) further training, (c) refresher or special training programmes. Each of these forms may be associated with appropriate types of research and the hypotheses resulting from them. For basic training the most useful are the most generally applicable theses, both in the geographical as well as in the temporal sense. Less general theses, with an intermediate time validity range, will be most useful in staff further training schemes. Finally, special training programmes require theory of the most specific nature (eg. relating to one newspaper, a propaganda campaign, etc.) [17].

9. The practical usefulness of press research programmes must be assessed with respect to the applicable level of research activity, and their degree of usefulness is dependent on the function and position of the persons involved [18]. For persons in managerial posts at publishers' or on editorial boards, the following will be of particular use:

— research into the press market as a whole, and in particular into the press deficit and its consequences [19].

— research into the range of reception of the press, radio and television and into the structure of the public, in terms of geography (nationwide, in the regions, in the community), as well as of social status (according to social environment, professional background, etc.), for the purpose of determining the nature of the reading public of any particular newspaper, the listeners of a radio broadcast, etc. [20]; very frequently an aspect as important as that of the recipients in the question of the nonrecipients of any given type of the media;

— research into the effectiveness and results of reception of the press and particular matters transmitted through the press [21];

— comparative research (dealing with several publications, over a longer period) and monothematic contents analyses of the press [22],

— comparative economic research on press and publishing activities [23];

— legal and journalistic research (author's copyright laws in the press, right of reprinting, process analysis, analysis of the forms of debate used in the press, etc.) [24];

— research into the interests, opinions and attitudes of present and potential readers of the press [25].

For persons in editorial posts and journalists the following research fields are most useful: the language and style of journalistic texts [26]; the journalistic genres [27]; the graphical layout and illustrations used in the press [28]; the reader's interests, opinions and attitudes; message comprehensibility and retention [29]; the readership range of the particular publication, the structure of its readership and the factors determining readership [30]; the organisation of the editorial duties [31], etc.

Obviously, in practice not only the results of research intended principally for certain categories of people will be required. It would be too limiting to keep the role of research services within such narrow bounds with respect to the practice of journalism. Its consistent functioning requires general investigations into the nature of the press, its functions in society, the generic features of the individual types of the press, and into the specific nature of the journalistic message. Naturally, such investigations should be based on the results of empirical studies, though it is rare for them to be merely limited to the latter. Thus among the Centre's publications the following may also be found: I. Tetelowska: *Trwałość leninowskiej koncepcji prasy nowego typu* — a synthetic account of the main feature's of the Leninist concept of the socialist press [32], and by the same author: *Problem podziału pracy w procesie informacji prasowej*; Walery Pisarek: *Wychowawcza i oświatowa rola prasy*, and *Mała encyklopedia wiedzy o prasie*. And although one should not simplify the utility value of press research to its application in journalistic training or in the furthering of the cognitive capacity of the practicians of journalism, nevertheless one cannot fully achieve the practical function of this science without at the same time exercising its ideological and educational function.

Tomasz Goban-Klas

Notes

[1] The initiator of Russian press research was Vladimir Lenin, the chief theoretician and practician of "the new press". Almost every branch of the science of journalism — both the theory of journalism, as well as the contents, distribution and readership analysis — are handled in the Leninist theory and practice of journalism. See: W. Pisarek: *Lenin — prekursor socjalistycznego prasoznawstwa*. "Zeszyty Prasoznawcze" no 1. 1970, pp. 5—13 and T. Goban-Klas: *Leninowskie inspiracje w badaniach prasoznawczych* [in:] "Nasze Problemy" no 4, 1975.

[2] The Polish pioneer in this field was Florian Znaniecki, who dealt with the problem of the functioning of the press in society in his work, *The Polish Peasant in Europe and America*. S. Szczurkiewicz's sociological and psychological study, *Wpływ prasy codziennej*, appeared in 1934. As a result of growing interest, The Society for Knowledge of the Press was founded in 1938, followed a year later by the Institute of Knowledge of the Press, created on the initiative of the former. The Second War interrupted its first projects, destroying the research laboratories which had been set up. The task of establishing press research in Poland had to be started afresh, whilst in other European countries specialized research institutions had been flourishing for many years (the earliest in Leipzig, founded in 1916).

[3] An achievement of permanent value attained by this Section was the complete re-edition of "Merkuriusz Polski", the first Polish newspaper, together with a critical introduction by A. Przyboś. The Section was also responsible for the production of J. Lankau's monograph, *Prasa staropolska na tle rozwoju prasy w Europie 1513—1729* (Kraków 1960) (*The Old Polish Press against the Background of the Growth of Journalism in Europe 1513—1729*).

[4] I have here used P. Dubiel's: *Czasopisma Ośrodka Badań Prasoznawczych*, which appeared in: *Bibliografia "Zeszytów Prasoznawczych" za lata 1957—1969*, Kraków 1971, pp. 5—13.

[5] P. Dubiel: *Czasopisma Ośrodka Badań Prasoznawczych...*, as above, p. 7.

[6] I. Tetelowska: *Próba określenia przedmiotu nauki o środkach masowego przekazu informacji*, „Zeszyty Prasoznawcze", no. 1, 1965, pp. 3—16 (reprinted in: I. Tetelowska: *Szkice prasoznawcze*, OBP, Kraków 1972, pp. 54—73) and in other smaller publications. W. Pisarek: *Teoretyczno-metodologiczne założenia Ośrodka Badań Prasoznawczych w Krakowie*, „Zeszyty Prasoznawcze", no. 1, 1971, pp. 5—16.

[7] I am not including informatics, since — as is well known — it is based on the mathematical theory of information which, in its present form, completely ignores the contextual, semantic aspect of information, fundamental to the process of communication.

[8] T. Goban-Klas: *Komunikowanie masowe w nowoczesnym społeczeństwie*, Kraków 1973, pp. 13—21.

[9] J. Mikułowski-Pomorski: *O naukowym i socjologicznym charakterze wiedzy o masowym komunikowaniu*, „Studia Socjologiczne", no. 1, 1971, p. 25. T. Goban-Klas: *Problematyka publiczności na tle struktury społecznej*, „Studia Socjologiczne", no. 2, 1972, pp. 89—90.

[10] W. Pisarek: *Teoretyczno-metodologiczne założenia Ośrodka...*, as above, pp. 14—16.

[11] For example, in Western press research, the question

in whose interest given messages are transmitted is notoriously ignored. But — as Pisarek rightly stresses — "one cannot ignore this question if one wishes to penetrate the superficial layers and reach the kernel of the problem. The answer to it must include information on the class position of the sender (publisher, editor, journalist), on the conditions governing ownership and the economics of the channels of transmission (to whom the presses and the broadcasting stations belong)..., on the relationship between the sender's social position and connection and the contents, both subject matter and form, of the message, and finally on the class structure of the recipients and in what manner and to what extent the contents of the message agree with their own class interests. As can be seen from this, the interpretation of the class background to the process of mass communication should accompany research into it at all stages" (W. Pisarek: *Teoretyczno-metodologiczne założenia Ośrodka...*, as above, p. 12).

[12] The fundamental weakness of the sociological stream of press research (sociology of the press) is the restriction of analysis only of the social reaction to messages which remain unknown to the researcher. On the other hand, the trend originating from historical and literary interests devotes most attention to the analysis of the texts of messages, ignoring their social reception.

[13] See the review of I. Tetelowska's book: *Szkice prasoznawcze*, Kraków 1972 [in:] „Studia Socjologiczne", no. 2, 1973, pp. 252—257.

[14] I. Tetelowska: *Wiedza o prasie — nauka społecznie zaangażowana* [in:] *Społeczna użyteczność wiedzy o prasie*, Kraków 1967, p. 19.

[15] In OBP this function is fulfilled by the archives of the results of the Centre's research, and by the annotated bibliography on the mass media. This facilitates rapid checking of the present state of knowledge on a particular subject, production of the required information, or comparison of the present and former states of research, in every research project.

[16] I. Tetelowska: *Wiedza o prasie...*, as above, p. 23.

[17] W. Pisarek: *Badania prasoznawcze a kształcenie kadr dziennikarskich*, „Wrocławski Rocznik Prasoznawczy", Wrocław 1973, p. 44.

[18] W. Pisarek: *Badania prasoznawcze a kształcenie kadr dziennikarskich*, as above, p. 50—51.

[19] The most recent research in this aspect has been conducted by T. Kupis using experimental methods, (*Społeczne zapotrzebowanie na gazety i czasopisma*, awaiting publishing).

[20] The Centre has created Social Survey Teams working with the Press Publishers in all the voivodeships. On average such a team comprises some 300 workers enabling samples of over 1000 to be taken. Analyses of press readership are conducted simultaneously nationwide (samples of 10 000) and in terms of voivodeships (samples of the order of 1000). This system has been adopted here in preference to the television system, since the Polish press operates on a voivodeship basis.

[21] J. Mikułowski-Pomorski: *Wybrane problemy skuteczności oddziaływania prasy i innych środków masowego komunikowania w Polsce*. „Materiały OBP", no. 24, 1974, p. 98.

[22] W. Maslowski: *Polityka redakcyjna dzienników w zakresie eksponowania materiałów*, Kraków 1973, p. 63; P. Dubiel: *Prasa polska o problemach niemieckich*, Kraków 1971, p. 180.

[23] I. Krasicki: *Prasa jako towar i przedsiębiorstwo*, Kraków 1973, p. 230.

[24] M. Lityński, K. Stępińska: *Prawo o prasie*, Kraków 1966, p. 87; B. Michalski, *Prawo dziennikarza do informacji*, Kraków 1974, p. 186.

[25] Z. Bajka: *Rola i wartość prasy w procesie informowania o wydarzeniach krajowych i zagranicznych*, „Materiały OBP", no. 23, 1973, p. 100.

[26] W. Pisarek: *Retoryka dziennikarska*, Kraków 1970, p. 298; W. Pisarek: *Poznać prasę po nagłówkach*, Kraków 1967, p. 172; A. Zagrodnikowa: Podpisy do zdjęć w prasie, „Materiały OBP", Kraków 1975, no. 25.

[27] J. Maziarski: *Anatomia reportażu*, Kraków 1966, p. 210.

[28] W. Frantz: *Szata graficzna gazety*, Kraków 1966, p. 108; S. Peters: *Ilustracja prasowa*, Kraków 1960, p. 264.

[29] W. Pisarek: *Recepty na zrozumiałość wypowiedzi*, „*Zeszyty Prasoznawcze*", no. 2 and 3, 1966, pp. 27—40.

[30] H. Siwek: *Czytelnictwo prasy centralnej poza Warszawą*, Kraków 1970, p. 128.

[31] B. Garlicki: *Organizacja pracy redakcji*, „Materiały OBP", no. 19, 1972, p. 168; B. Garlicki: *Nowoczesny warsztat dziennikarski*, „Materiały OBP", no. 20, 1973, p. 69; G. Whatmore: *Archiwum redakcyjne w prasie*, Kraków 1969, p. 271; W. Maslowski: *Akcje prasowe*, Kraków 1973, p. 134.

[32] *Lenin o prasie*. A selection of texts with foreword by I. Tetelowska. Warszawa—Kraków 1970, p. 200.